

THE MANIFESTO OF MIKE ONE

There exists an invisible web that connects every person on Earth.

This is the Memetic Matrix, where memes; entities that spread as units of cultural information, are subject to continuous evolution, replicating and adapting to it.

Influencing the collective perception of reality and determining people's actions, being at the foundation of human civilization.

Every person is immersed in this system of memes, which infiltrate the mind and shape the world we perceive.

There is no escape, as consciousness itself is born from a network of them.

The term "meme" was invented by a scientist in the 70s to describe how culture evolves similarly to the natural selection of genes. It caught the attention of other scholars, who developed further theories seeing potential in the idea.

However, to this day, the field of memetics has been criticized for being difficult to define the concept or apply the theory empirically due to the limited methodology available.

I disagree. I believe that with the evolution of multimedia platforms and the expansion of the internet, the situation changes drastically. Even just social platforms today allow us to track and analyze the spread and evolution of memes.

Computational capabilities and the use of artificial intelligence have opened new possibilities to study how memes spread in different "matrixes"—cultural environments like minds, software, or anywhere else they could replicate.

These changes allow for a scientific approach to studying memetics that was once unthinkable.

But let's start slowly...

Birds, for example, in their ability to imitate specific sounds among themselves, provide a clear example of how memes can evolve in the animal world.

The imitation and adaptation of their melodies reflect a process of natural selection.

Human memes began in prehistoric times, where humans gave origin to the first rudimentary forms of their culture in their mental matrixes. These early memes spread from one person to another through imitation. Behavioral patterns that contributed to survival spread among species of primitive hominids.

In a process that contributed to the development of the cognitive structures of the human brain, leading to the evolution of consciousness, then giving life to the first forms of communication and structures that regulate interactions between individuals in social matrixes.

Throughout history, memes evolved and took on physical forms in the material matrix: tools, art, pottery, and other material artifacts became means of transmitting memes. The invention of writing and, later, printing marked another crucial shift, enabling their large-scale spread, which had previously been limited to small communities.

Then, over the centuries, with the advent of mass media, memes were transmitted on an even greater scale, but with centralized control by institutions.

Radio, Television, Digital these media became a new electronic matrix through which memes were propagated globally, yet always under the influence of puppeteers.

The internet revolutionized the transmission of memes, making it faster and more decentralized.

Allowing the creation and spread of memes to the masses, overcoming the geographical and temporal limits imposed by traditional media.

The web ushered in a new era: that of the cultural warfare.

Today, digital platforms become natural laboratories for the evolution and mutation of memes in real time, facilitating a global participation in their lifecycle.

Every meme can be an idea that is inserted or developed in our brain, and can arrive to act like a virus that spreads through culture.

The mind is a memetic matrix, influenced by various factors such as cognitive biases, emotions, and social perceptions that fuel the growth and spread of memes. That can become powerful when they encounter needs or psychological vulnerabilities of those who receive them, thus succeeding to take root in minds and make their way through generations.

Memes can also evolve, mutating form to adapt to historical, social, and technological circumstances, whether through a conscious modification of previous ideas or through incorrect replication.

The life of a meme follows a cycle: from creation, to diffusion, to evolution.

Memes can exist in various forms: images, sounds, words, stories, political ideologies, fashion clothes, melodies, religious beliefs...etc.

Each meme has viral potential, of inertia or drift that depends on its impact on the zeitgeist of a memetic matrix at a specific historical time period, as well as its ability to respond to primary needs or emotions.

Who controls the spread of memes controls history.

The ability to manipulate the Memetic Matrix is the key to understanding the functioning of institutions, corporations and governments.

For centuries, these entities have exploited the power of memes to shape the public opinion, maintain the social order and guarantee the profit, the control. And in the 21st century, they now exploit memetic data analysis to control and influence social behavior, in a phenomenon of surveillance capitalism.

Public policies, advertising strategies, political propaganda, data broker, and corporate branding are all tools through which institutions attempt ways to inject memes into the collective mind.

They utilize memes to reinforce consensus, generate fear, and manipulate the emotions of the population. Despite all these phenomena, few scientists seem to be attempting to advance empirical research in the field of memetics.

With the term meme having evolved over time from its original meaning, then being now commonly associated by the masses with comedy or online viral phenomena.

Nevertheless there are countless studies showing how certain characteristics such as visual coherence, the ability to provoke emotions, or cognitive biases affect the viral potential of memes.

People are influenced through continuous exposure to certain messages carried out by the media, advertising, social narratives, echo chambers...etc.

The war for control of memes is a war for control of culture.

Corporations exploit the networks of memes to design ads that tap into the deepest emotions of consumers, influencing life choices and consumption habits.

Governments, through manipulation of political and cultural narratives, direct collective thought to maintain power, distract from inequalities and corruption, perpetuating the status quo.

Through cultural programming, propagating memes into the collective unconscious of the mental matrices around the world, it would theoretically be possible to shift the global overton window, radically altering the root social matrix, reprogramming the zeitgeist of human civilization.

In other words, the goal is to hijack the Memetic Matrix that shapes the perception of reality.

The time has come to become aware of how everyone has been connected by memes since the dawn of human history. This manifesto is a call to wake up from constant manipulation and to question what you have been taught, what has been imposed on you, and what you think you know, what you think is true. By understanding the phenomena that determine the virality of memes, you can begin to break the chains that imprison you.

It is time to fight, to end the wars, the terror, the hierarchies, the world risks catastrophic consequences.

The planet is dying, the capitalist and consumerist system based on the exploitation of the third-world countries is perpetuating a cycle that will lead to the destruction of the ecosystem and the end of humanity.

Life has no meaning, because only you can give it one.

There is no time to lose, join the fight against the system, spread the message. Anyone has the potential to cause change, every meme can fuel a butterfly effect and change history.

The future of the world is in your hands.

If the hierarchies are not destroyed, the future will be a Dystopia: AI that dominates or destroys humanity, a post-scarcity society where a few privileged people control everything and others are left to die or become slaves, but the most likely outcome given the current trajectory of the system will be a world broken by wars and inequalities where climate change leads to self-destruction and the end of human history.

The only way to salvation is a radical change: to dismantle the hierarchies and achieve equality for all forms of life, solve the climate crisis, share resources and manage them in a way that allows a world without scarcity to emerge where everyone can thrive. This is not just a dream, it is the only possible plan to save the future of humanity...

Death to Society! XD